

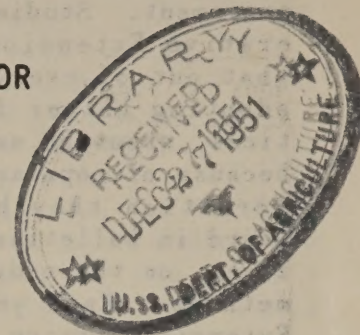
UNITED STATES DEPARTMENT OF AGRICULTURE  
EXTENSION SERVICE

Washington, D. C.

April 1, 1951.

THE ROLE OF THE STATE EXTENSION EDITOR  
OF THE  
COOPERATIVE EXTENSION SERVICE\*

*In Releasing Localized Food, Farm, Home,  
and Other Helpful Information from The  
U. S. Department of Agriculture, The  
State Land-Grant College, and Elsewhere*



The State extension editor is a part of the staff of the Cooperative Extension Service of the U. S. Department of Agriculture and the State land-grant colleges. Under the administrative direction of the State extension director, the State extension editor is responsible, among other things, for releasing through mass communication methods, information about agriculture, home economics, and related subjects. This statement describes primarily that part of his program which is concerned with the release of information from national sources.

**RURAL PEOPLE GET  
THEIR INFORMATION  
FROM MANY SOURCES**

Rural people get useful knowledge and information from many sources.

Much of the information that they need to improve farming, homemaking, rural life, and their contribution to the public welfare comes from such sources as the U. S. Department of Agriculture, the land-grant college, other Federal and State agencies, the farm and home organizations, farm and home-economics journals, newspapers, magazines, trade papers, radio and television broadcasts, industry, and the like. For the most part, though, the agricultural and home-making information dispersed

through any channel is keyed to the ever-productive research of the State land-grant colleges and the U. S. Department of Agriculture as well as to the rural economic development programs legislated by Congress and administered by the U. S. Department of Agriculture. A major part of the research-backed information on farm and home subjects flows through the educational and information channels of the Cooperative Extension Service with its staff of almost 12,500 professional workers located in all the rural counties, the State land-grant colleges, and the U. S. Department of Agriculture.\*

\*See "The Cooperative Extension Service, Field Educational Arm of the U. S. Department of Agriculture and State Land-Grant Colleges," obtainable from the Extension Service, U. S. Department of Agriculture.



**MASS MEDIA EFFECTIVE** Mass public communication methods play a vital part in the vast educational programs conducted by the U. S. Department of Agriculture and the State land-grant colleges to inform and teach rural people about farming, homemaking, and community life improvement. Studies made by the Cooperative Extension Service indicate that out of every 100 farm families adopting better farm and home practices, about 38 said that they did so because of popularized scientific information they had read, seen, or heard in bulletins, newspapers, magazines, on the radio, or in other mass methods. Each year the Cooperative Extension Service reaches millions of people with pertinent factual information disseminated through these methods as part of the educational process. Before release, the information is usually adapted to the soil, climate, market, and other situations, which are different in each locality.

**NATIONAL INFORMATION THROUGH EXTENSION CHANNELS** The Office of Information and other bureaus of the U. S. Department of Agriculture maintain many direct services to the press, radio, magazines, trade papers, and the like. Much of the information of a general educational character flows through the Cooperative Extension Service, field educational arm of the Department and the land-grant colleges. After it has been adapted to State and county situations, the information is merged with the educational programs organized democratically by county extension agents in cooperation with farm people. Thus, national information is pinpointed upon individual and community problems in terms of situations which people are currently facing.

In addition to being disseminated to people through informal face-to-face teaching methods by county extension agents, a large part of the knowledge

is also reflected in information services going out through the mass communication channels of press, radio, and the like. Such mass information services are maintained in the counties by county extension agents and at the land-grant college by the extension editor.

**THE STATE EXTENSION EDITOR** The extension editor in each State is responsible for using the mass communication methods to convey reliable information on agriculture, home economics, and related subjects. He is a member of the staff of the State extension director who is administratively responsible to the State land-grant college and the U. S. Department of Agriculture for conducting cooperative extension work in the State.

The State extension editor has close working relationships with the research of the State experiment station through extension specialists and is thus able to clear all national information in terms of its application to State situations, thereby making it more useful when it goes out through mass communication channels.

The State extension editor has a staff of assistants, the size varying State by State. These assistants are skilled in the use of the press, radio, publications, visual materials, and similar media. Newspaper editors, press associations, radio station managers, farm magazine editors, and others look to the State extension editors as reliable sources of information for rural people in the State.

Through his staff associations with the State extension director, supervisors, and specialists, the State extension editor is able to mesh his dissemination of educational information through the press, radio, television, publications, and visual aids with the teaching methods used by the county extension agents. In so doing, he completes an integrated and balanced



approach in the rural educational and information processes. Extension editors also help and train State and county extension workers to make the fullest use of the mass information techniques in their educational work. Extension editors have their offices with the State extension service at the State land-grant college and keep in touch with national developments and programs through the Extension Service in the Department of Agriculture.

#### SERVICES TO THE PRESS

Extension editors send State-adapted educational news releases weekly or more often to about 9,000 newspapers in the United States. They send such releases direct to the weekly and daily papers, to the press associations, and to farm magazines. In addition to this, suggested stories or background facts are also sent to county extension agents for further localization and release in the counties. County extension agents in the United States send to local newspapers each year a total of about 900,000 different news stories. Many of these news stories are based on national- and State-sourced information from the extension editors, but most of them cover the educational activities of the agents themselves.

The extension editors also work very closely with many newspapers which publish regular farm pages and special farm editions. They are generally regarded by newspaper editors as a major source of food, farm, and home information and news based upon the research of the U. S. Department of Agriculture and the State Land-grant colleges.

Studies have shown that educational stories from extension editors and county extension agents are widely used by newspapers. For instance, two Davidson College students with help from the Carnegie Foundation, in 1949, studied 32 North Carolina weekly newspapers for 5 weeks. Half of the 112

agencies sending stories to the papers got no inserts. Ten agencies got 10 or more. The North Carolina Extension News Service, from the State extension editor's office, got 118 inserts, or 38 percent of the total. The next highest agency got 40 inserts.\*

#### SERVE 1,500 RADIO STATIONS

State extension editors also supply State-adapted radio program material regularly to about 1,500 radio stations around the country. They also supply information and tips to county extension agents for locally adapted radio use. County extension agents reflect information from national, State, and county sources in about 123,000 local radio programs each year.

Most of the State extension offices have regular broadcasts over key stations in the State. In eight States, daily programs are broadcast over special State networks. Some States serve the stations with tape-recorded programs. In one State, for instance, a daily tape-recorded program is used over 27 stations. Eighteen States have daily live programs over college-owned or larger commercial stations. Six States send weekly transcribed programs to stations in the State. All the State offices send mimeographed farm and home radio scripts and news copy to the stations and do additional programs on special request.

These services, plus the 123,000 local programs arranged by county extension agents, indicate that the Cooperative Extension Service regards radio as a major educational tool.

#### 24 STATES USE TELEVISION

Twenty-four States have so far utilized television as an educational channel. In one State--Iowa--the State extension editor is in charge of the only land-grant college-owned television station in the country. In 10 States extension

\*See Rural Sociology Magazine for December 1949.



workers have regular (at least weekly) television programs. Extension agents are experienced in demonstrating improved practices and, with the help they are getting from State extension radio and visual specialists, they are finding television a most effective educational method.

**LOCALIZED PUBLICATIONS** Cooperative Extension Service offices in the counties distribute about 20 million publications a year on farming, food, and homemaking topics. Some of them are U. S. Department of Agriculture publications, but the majority of them are State localized booklets and leaflets prepared by State extension specialists in cooperation with State extension editors and publications assistants, whose objective is to make the publications clear and readable for farm people.

**VISUAL AIDS HELP TEACH** Attendance at extension meetings where extension agents and specialists explain new situations and improved farm and home practices total about 70 million a year. To help extension agents visualize their messages at their meetings and in exhibits, posters, and other ways, the State extension offices make about 70,000 new photographs, 24,000 drawings, several thousand color slides, and a number of new motion pictures every year. State extension offices have in their visual libraries over 12,000 motion picture prints, 4,300 slide-films, and thousands of color slides. In most States, the extension office is the distributing center for U. S. Department of Agriculture films.

**USDA SERVICES TO EXTENSION EDITORS** Extension editors are kept continually informed of national developments, programs, and new research

knowledge of interest and help to rural people. This is done by the maintenance of regular services to them in the form of weekly background letters, sending them copies of nationally issued USDA press releases, USDA farm radio flashes, key policy statements, talks, economic situation reports, especially prepared fact sheets covering the high lights of important operating programs, field visits, and in many other ways. These services from the U. S. Department of Agriculture enable the State extension editor to incorporate information and knowledge from national sources in their State releases. Thus, these releases reflect national policies, programs, and research in agriculture and home economics as well as State policies, programs, and research in such fields.

**ADDITIONAL INFORMATION** For information about the contribution that the U.S. Department of Agriculture can make to the dissemination of information about national programs in rural areas, apply to *R. L. Webster*, Director, U. S. D. A. Office of Information (telephone: Republic 4142, extension 5247). For information about the work of the State extension editor in support of the joint educational program of the Land-Grant College and the U. S. Department of Agriculture, apply to *Lester A. Schlup*, Chief, Division of Extension Information, Extension Service, U. S. Department of Agriculture, Washington, D. C. (telephone: Republic 4142, extension 6284), or the *State extension editor* of any State. He is located at the State land-grant college. An address list of persons who conduct mass information work on agriculture and home economics in each State appears on the following page.

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# PERSONS RESPONSIBLE FOR HANDLING STATE EXTENSION MASS INFORMATION MATERIALS

ALABAMA ..... Robert R. Chesnutt, Alabama Polytechnic Institute, Auburn.

ALASKA ..... Kathleen Richard, University of Alaska, College.

ARIZONA ..... Joe McClelland, University of Arizona, Tucson.

ARKANSAS ..... Carl Hancock, College of Agriculture, Fayetteville.

CALIFORNIA ..... A. McCall Smith, Col. of Agr., Univ. of Calif., Berkeley 4.

COLORADO ..... Rex Brown, Colo. Agr. and Mech. College, Fort Collins.

CONNECTICUT ..... Harold Baldwin, Col. of Agr., Univ. of Connecticut, Storrs.

DELAWARE ..... George Axinn, Col. of Agr., University of Delaware, Newark.

FLORIDA ..... J. F. Cooper, Agr. Extension Service, Experiment Station, Gainesville.

GEORGIA ..... O. B. Copeland, Georgia State College of Agriculture, Athens.

HAWAII ..... Baron Goto, University of Hawaii, Honolulu 10.

IDAHO ..... Archie R. Harney, Col. of Agr., Univ. of Idaho, Moscow.

ILLINOIS ..... Hadley Read, Col. of Agr., University of Illinois, Urbana.

INDIANA ..... T. R. Johnston, Purdue University, LaFayette.

IOWA ..... C. R. Elder, Iowa State Col. of Agr. and Mechanic Arts, Ames.

KANSAS ..... L. L. Longsdorf, Kansas State Col. of Agr. & Appl. Science, Manhattan.

KENTUCKY ..... C. A. Lewis, Col. of Agr., University of Kentucky, Lexington 29.

LOUISIANA ..... Marjorie B. Arbour, La. State Univ., University Station, Baton Rouge 3.

MAINE ..... Clarence A. Day, Col. of Agr., University of Maine, Orono.

MARYLAND ..... Arthur E. Durfee, University of Maryland, College Park.

MASSACHUSETTS ..... G. O. Oleson, University of Massachusetts, Amherst.

MICHIGAN ..... Earl Richardson, Mich. St. Col. of Agr. & Appl. Science, East Lansing.

MINNESOTA ..... Harold Swanson, Dept. of Agr. of the Univ. of Minn., Univ. Farm, St. Paul 1.

MISSISSIPPI ..... Duane B. Rosenkrans, Jr., Miss. State College, State College.

MISSOURI ..... A. A. Jeffrey, Col. of Agr., University of Missouri, Columbia.

MONTANA ..... Louis G. True, Mont. St. Col. of Agr. and Mechanic Arts, Bozeman.

NEBRASKA ..... George S. Round, Col. of Agr., University of Nebraska, Lincoln 1.

NEVADA ..... Gene F. Empey, Agricultural Extension Division, Univ. of Nevada, Reno.

NEW HAMPSHIRE ..... Francis E. Robinson, Univ. of New Hampshire, Durham.

NEW JERSEY ..... Sam H. Reck, Jr., St. Col. of Agr. & Mech. Arts, Rutgers Univ., New Brunswick.

NEW MEXICO ..... John M. White, N. Mex. Col. of Agr. & Mech. Arts, State College.

NEW YORK ..... William B. Ward, New York State Col. of Agr., Ithaca.

NORTH CAROLINA ..... Frank H. Jeter, State College, Raleigh.

NORTH DAKOTA ..... Thomas W. Gildersleeve, N. Dak. Agr. Col., State College Station, Fargo.

OHIO ..... Francis C. Byrnes, Col. of Agr., Ohio State University, Columbus 10.

OKLAHOMA ..... Edd Lemons, Okla. Agricultural & Mechanical College, Stillwater.

OREGON ..... Robert Grey Fowler, Jr., Oreg. State Agr. College, Corvallis.

PENNSYLVANIA ..... Edwin H. Rohrbeck, Pennsylvania State College, State College.

PUERTO RICO ..... Jose A. Gonzalez-Saldana, University of Puerto Rico, Rio Piedras.

RHODE ISLAND ..... H. M. Hofford, Univ. of Rhode Island, Kingston.

SOUTH CAROLINA ..... S. C. Stribling, Clemson Agr. Col. of South Carolina, Clemson.

SOUTH DAKOTA ..... John M. Ryan, S. Dak. St. Col. of Agr. & Mech. Arts, Brookings.

TENNESSEE ..... A. J. Sims, Col. of Agr., University of Tennessee, Knoxville 7.

TEXAS ..... Jack Sloan, Agr. & Mech. College of Texas, College Station.

UTAH ..... Lyman Duncan, Utah State Agricultural College, Logan.

VERMONT ..... Jack Spaven, College of Agriculture, Univ. of Vermont, Burlington.

VIRGINIA ..... R. D. Michael, Virginia Polytechnic Institute, Blacksburg.

WASHINGTON ..... Calvert Anderson, State College of Washington, Pullman.

WEST VIRGINIA ..... Leighton G. Watson, Col. of Agr., W. Va. University, Morgantown.

WISCONSIN ..... Bryant E. Kearl, Col. of Agr., Univ. of Wisconsin, Madison 6.

WYOMING ..... Jack F. Schinagl, Col. of Agr., Univ. of Wyoming, Laramie.

